### **BOARD OF COUNTY COMMISSIONERS**

#### **AGENDA ITEM SUMMARY**

Meeting Date: 21 J	anuary 2004	Division:	Growth Management
Bulk Item: Yes X	No	Department:	Marine Resources
			ding information concerning the Florida be County.
No Discharge Zone (Current proposals fro (plus Channel 5) over County, through its N level of the Keys' be source item since no o	een provided grant funds (NDZ - in place within om Comcast would inclure the course of the next y IDZ grant, of approximate pating public. The Courother cable service is avaing	State waters of the Fl de providing public se ear. Each spot will run ely \$32,000. This prog ity Attorney's office hilable in Monroe Count	atreach effort concerning the Florida Keys orida Keys National Marine Sanctuary). The revice information on eight Key channels a seven times per day at a total cost to the gram is Key to developing the educational as indicated that this is a legitimate sole by. Other media are already being utilized CIAP funds will be utilized to pay for this
None CONTRACT/AGRE	ANT BOCC ACTION:		
None STAFF RECOMME Approval	ENDATIONS;		
TOTAL COST:	Approximately \$32,000	BUDGET	<b>ED:</b> Yes No
COST TO COUNTY	Y: None	SOURCE	OF FUNDS: Fund 125-GW0206
REVENUE PRODU	CING: Yes	No X AMOUNT	Per Month Year
APPROVED BY: DIVISION DIRECT	OR APPROVAL:	dulytok	Risk Management NA.  Scorge Bassell  tor of Growth Management
DOCUMENTATION	N: Included X	To Follow N	ot Required
DISPOSITION:		AC	GENDA ITEM NO.: 12

# Comcast Advertising Proposal for Monroe County Marine Resources

♣ Annual Schedule (52 weeks) on Eight Channels

## Monday – Sunday; 6 am to 12 midnight

- → Discovery Channel
  7 spots per week @ \$ 16.50 per spot = \$ 115.50
- → A&E Network
  7 spots per week @ \$ 10.50 per spot = \$ 73.50
- **↓** CNN
  7 spots per week @ \$ 12.00 per spot = \$ 84.00
- **↓** ESPN

  7 spots per week @ \$ 15.00 per spot = \$ 94.50
- → MSNBC
  7 spots per week @ \$ 3.75 per spot = \$ 26.25

## Monday – Sunday; 4 pm to 12 midnight

- → TBS Superstation
  7 spots per week @ \$ 10.50 per spot = \$ 73.50
- → TNT
   7 spots per week @ \$ 12.00 per spot = \$ 84.00
- ↓ USA Network
  7 spots per week @ \$ 6.00 per spot = \$ 42.00

Weekly Total: 56 spots per week for \$ 593.25

Annual Total: 2,912 spots for \$ 30,849.00

George Murphy - Comcast Account Executive 305-849-3333